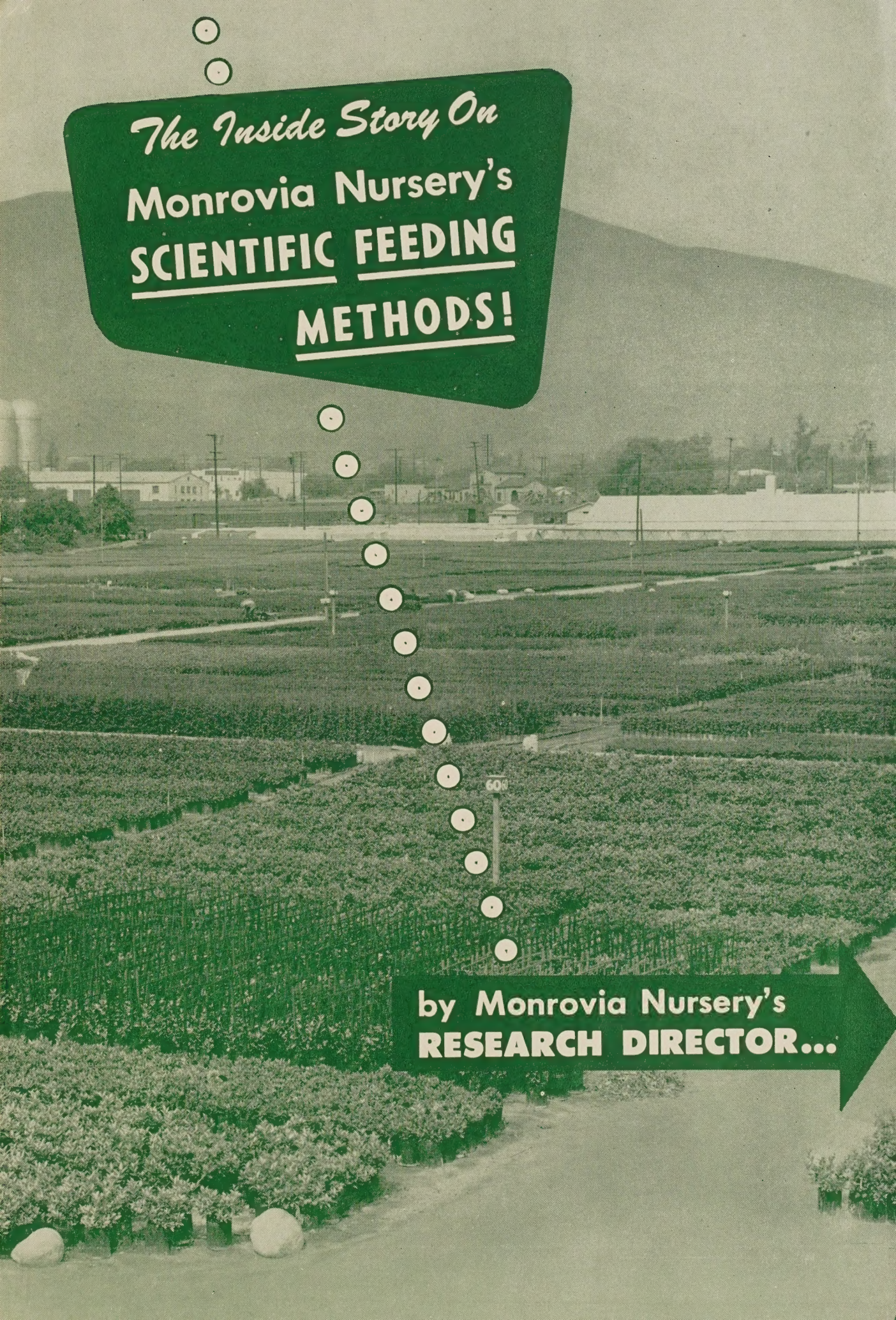


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Do not assume content reflects current scientific knowledge, policies, or practices.





*The Inside Story On*  
**Monrovia Nursery's**  
**SCIENTIFIC FEEDING**  
**METHODS!**

by Monrovia Nursery's  
**RESEARCH DIRECTOR...**



# Monrovia Nursery's Healthier, Sturdier Stock is the Result of a NEW Scientifically Controlled Method of Fertilizing



## A REPORT TO NURSERYMEN

by William Mulholland

Research Director, Monrovia Nursery Co.

A GOOD START IN LIFE is as essential to plants as it is to humans. The kind of care and feeding they get in "babyhood" determines their future growth, health and resistance to disease. What's more, healthy plants are better-looking plants. They sell faster and bring better prices. And the reason your Monrovia Nursery stock "goes over bigger" with your customers, is because we haven't been content to stick with antiquated methods in feeding. We've run hundreds of experiments to determine the *one* best method of fertilizing.

Our feeding procedure, evolved from these extensive tests, is based on three primary factors: (1) Fertility level of soil, (2) Type of fertilizer used, (3) Timing of fertilization. All three are of equal importance—not a single one can be slighted. It's vital, first of all, to determine the natural fertility of the soil. At Monrovia Nursery, plants are started in a specially prepared soil of right consistency and correct balance of *essential* nutrients. Nothing is left to guesswork!

The numerous extensive tests we have run afford us positive, scientific proof. To determine the general fertility and the timing of fertilization, our research department has developed a special new instrument called the Nutricator. This device employs two electrodes, which, when thrust in the ground give accurate meter readings.



### LIQUID FERTILIZER CAN BE ACCURATELY CONTROLLED

Monrovia Nursery mixes its own fertilizers and applies them in liquid form.

The standard, easy practice among growers is to apply commercially manufactured dry fertilizers at periodic intervals, then trust to soil microbes to decompose them and make them available to the plant roots. If soil microbes are active, the plant may get a sudden "jolt" and put on unnatural, too-rapid growth. If microbes are absent or inactive, the plant may starve for want of essential nutrients.

But, thanks to our Nutricator, we *know* the general fertility level. If the soil is sufficiently fertile, we withhold the feeding. If the fertility level is low, we supply nutrients in an *immediately available form*, ready for the plant to use.

"TIMING" IS THE KEYWORD IN OUR FERTILIZING PROGRAM. We believe that a healthy, vigorous, *steady-growing* plant is far superior to one which receives sporadic "shots in the arm" with fertilizer. In the early part of the growing season, a light fertilization is given to all plants that are well-enough established. In two to three weeks this is followed by our "standard fertilization strength". The length of time



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between these two fertilizations is determined by the weather and the general fertility level of the soil. Then, throughout the remainder of the growing season, we supply the plant with such added feeding as it may require. Plants are living things and must have a properly balanced diet. That's why we're so careful to guard against *both over feeding and under feeding*.



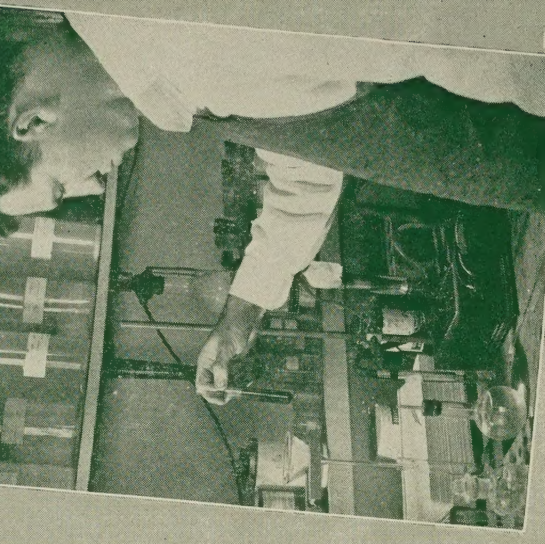
### HARDENING OFF FOR THE WINTER SEASON

As the growing season approaches an end, the fertility level is allowed to drop until it is subsistence level for the overwintering period. Thus the plant is gradually conditioned for cold weather. The last fertilization takes place in very late August and, as the plant uses up the material, it is not replaced. This lowered fertility plus cooler weather slows growth to a standstill, and by this method we "harden off" the plants so they are able to withstand the rigors of winter.



### PLANTS THAT CAN "TAKE IT"

We give plants the start in life essential to continued vigor and health. *No future specialized care is required . . . they'll thrive on the ordinary care given them by nurserymen or customers!* Their better developed root systems, sturdier branches and healthier foliage spell sales appeal and bigger profits for the nurseryman. In the light of results, we don't think it an exaggeration to call Monrovia Nursery's fertilizing method "the best in the country"—our plants, the same. Your own sales records will furnish the proof!

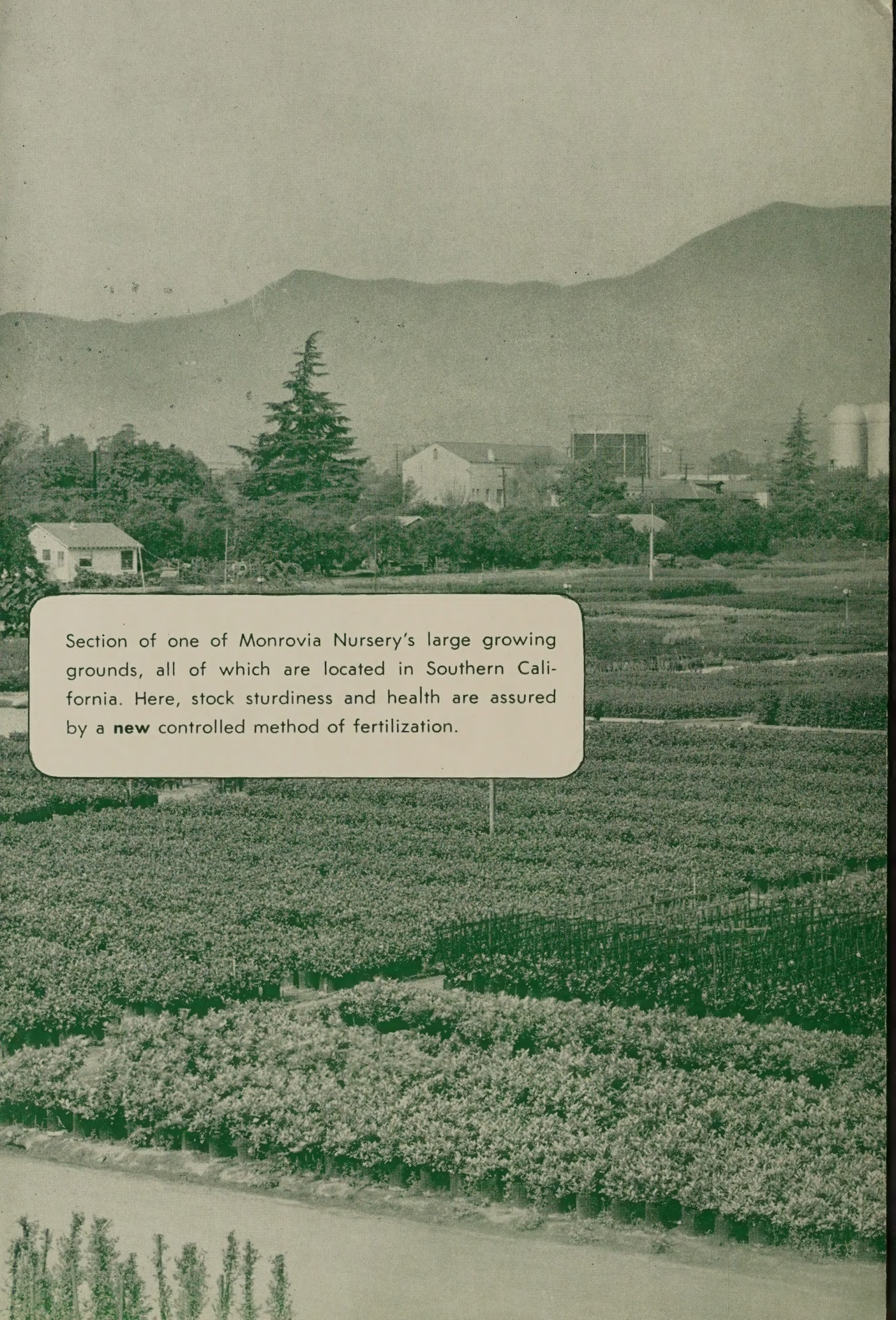


Top—The Nutricator, a new scientific device indicates the general soil fertility level. This instrument is exclusive with Monrovia Nursery.

Below—Monrovia Nursery tests fertilizer in its own laboratory before application.

Technicians and equipment of modern science eliminate guesswork at Monrovia Nursery. Only methods which are *proved* to be better are employed. That's why you can *always depend* upon the top quality of Monrovia Nursery stock.





Section of one of Monrovia Nursery's large growing grounds, all of which are located in Southern California. Here, stock sturdiness and health are assured by a **new** controlled method of fertilization.